

Order / Rev: 707778
Alt Order #: 06286494
Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 33
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/22/12	08/24/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$550.00		0.00						
E 4	WKYC	08/22/12	08/24/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 5	WKYC	08/22/12	08/24/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 6	WKYC	08/22/12	08/24/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 7	WKYC	08/22/12	08/24/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$500.00		0.00						
E 8	WKYC	08/22/12	08/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$2,000.00		0.00						
E 9	WKYC	08/22/12	08/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,200.00		0.00						
E 10	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	6	\$2,800.00	P-2	0.00	NM	6	\$16,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$2,800.00		0.00						
E 11	WKYC	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$750.00		0.00						
E 12	WKYC	08/22/12	08/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$700.00		0.00						
E 13	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$1,000.00		0.00						
E 14	WKYC	08/25/12	08/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$1,000.00		0.00						
E 15	WKYC	08/25/12	08/25/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	08/25/12	08/25/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$2,800.00		0.00			
E 16	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$1,000.00		0.00			
E 17	WKYC	08/26/12	08/26/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$2,000.00		0.00			
E 18	WKYC	08/26/12	08/26/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		2				\$2,800.00		0.00			
													Totals	58	\$73,400.00